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SOCIAL MEDIA TOOLS & PRACTICES

Jennifer Flaster
Jennifer Flaster Consulting

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Agenda



- What Does Your Network Expect From You?
- What Kind of Role Can Social Media Play in Your Strategy?
- Making Effective Use of Social Media: A Framework



What Does Your Network Expect From You?

It's hard to be humble when
you're as great as I am.

Muhammad Ali





What Do YOU Need From Your Network?

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What Will Help You Meet YOUR Goals?

From Your

- **Share** or disseminate information
- **Coordinate** people or activities
- **Collaborate** on projects or activities

Network Expectations

A black and white photograph of a classroom. In the foreground, the backs of several students' heads and shoulders are visible. They are all raising their right hands, with some pointing their index fingers upwards. In the background, a chalkboard is filled with faint, illegible chalk writing. The overall scene suggests an interactive learning environment.

Question

**What does your
network expect?**

**What do you expect from
your network?**